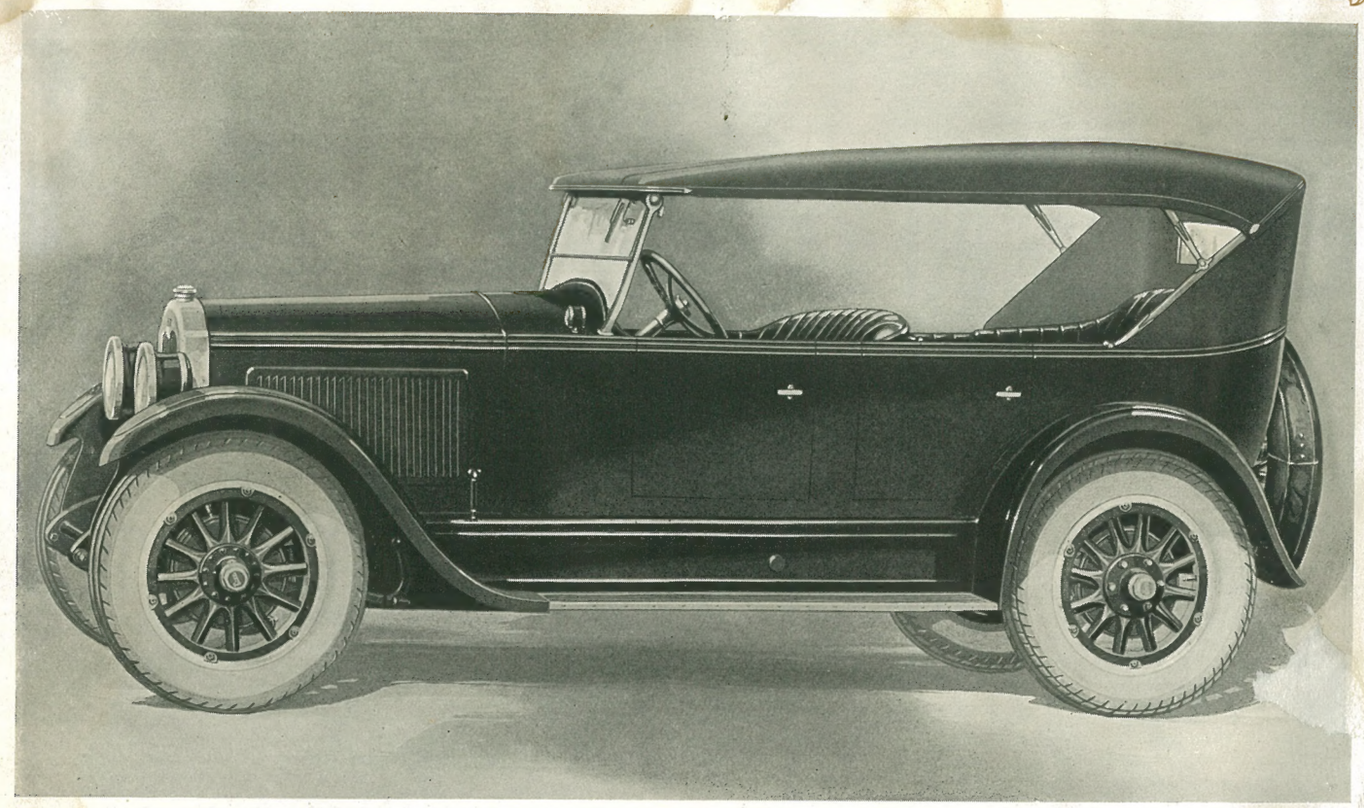


McLaughlin-Buick five-passenger Touring

Master Six . Model 45

Here is a large, roomy, five-passenger Touring with gracefulness of body lines, and richness of interior and exterior finish that mark it with distinction in any group of automobiles. The body is finished in Duco with wheels to match. Molding and striping extend in a graceful line from the radiator clear around the body. The top has natural wood bows with nickel slat irons and tight fitting curtains and is covered with heavy Black Top material. The seats are covered with high grade genuine leather and are arranged to afford extra leg room. Rear-vision mirror and windshield wiper, are included in the equipment. Like all the other McLaughlin-Buick models, this car has the large nickel radiator of new design.

MULTIPLE DISC CLUTCH

THE McLaughlin-Buick clutch is the multiple disc dry plate type. It has ten friction surfaces, which give it a soft action, requiring but slight pedal pressure. Because it is always in running balance the result is smooth engagement and rapid pick-up.

All the rotating parts are light. Therefore when the clutch is disengaged they quickly stop spinning, permitting of very easy gear shift. This is also the reason why the gears on a McLaughlin-Buick shift so quietly.

There is only one clutch release spring, which is located in the center, insuring even distribution of pressure. Because of the many friction surfaces this spring is light. In a single plate clutch the small amount of friction surface necessitates very heavy clutch springs, and much more pressure is required to disengage the clutch.

Adjustment of the McLaughlin-Buick multiple disc clutch is very simple and is made at one point —directly underneath the floor boards in the front compartment. Merely turning the adjusting screw adjusts the plates evenly over their whole contact surface. Without question the McLaughlin-Buick clutch is the most positive in action, and requires

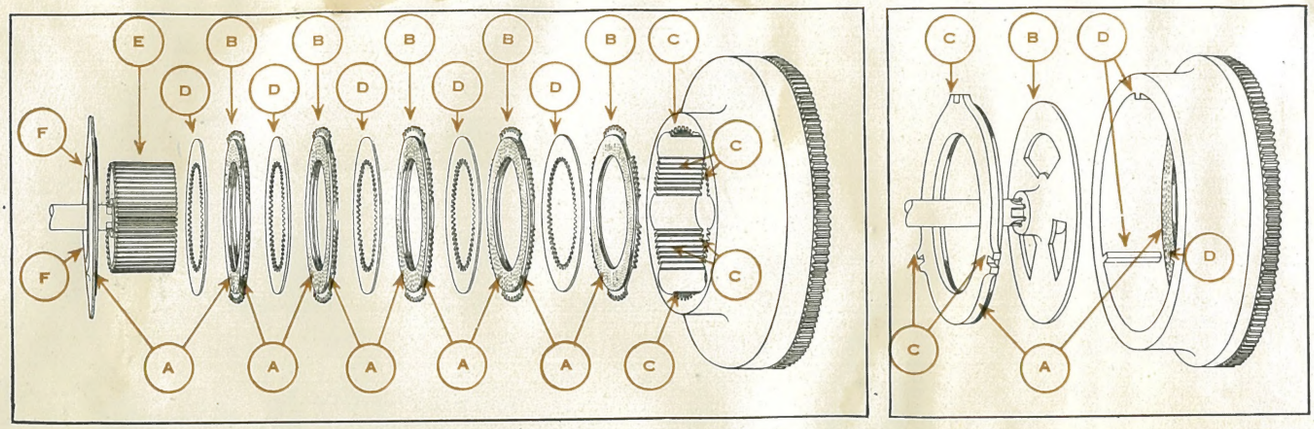
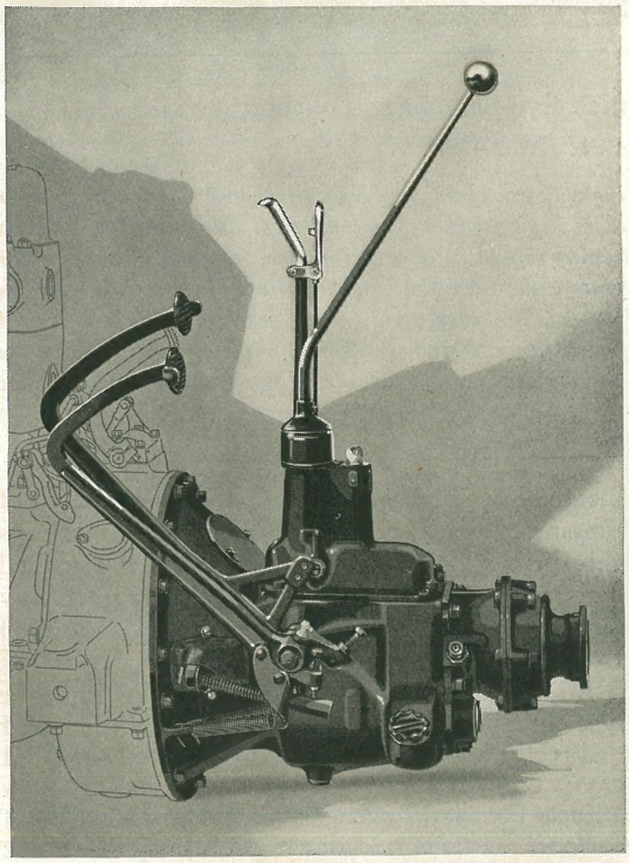


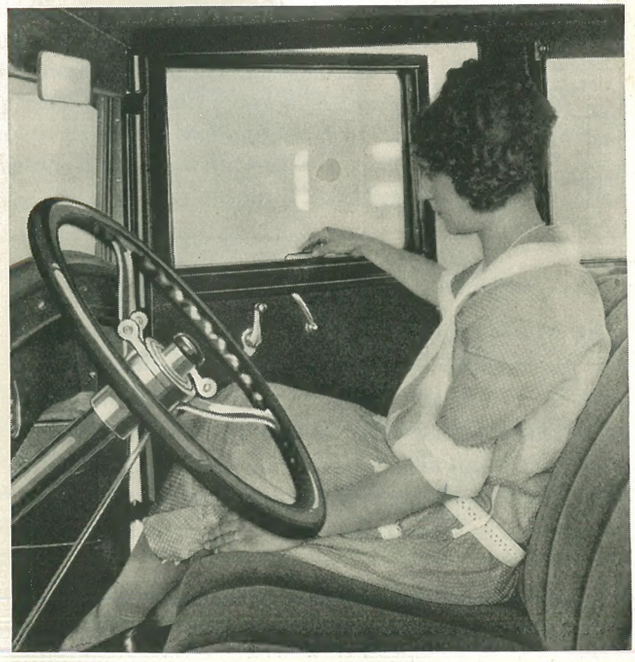
Diagram above shows the parts which make up the McLaughlin-Buick multiple disc clutch. The ten friction surfaces are marked (A). The driving plates are indicated by (B), the teeth on the outer edge fitting into the teeth on the inside of the flywheel (C). The driven plates (D), with teeth on inside, fit into the teeth on the clutch hub (E). Pressure on the clutch pedal separates the driving plates from the driven plates and so disconnects the power of the engine from the transmission. When the pressure is removed from the clutch pedal the clutch spring bearing on the plate (F) forces the plates together. The friction surfaces grip the driven plates and transmit the power of the engine to the transmission. The action of this clutch is smooth and positive. The large friction area eliminates the need for heavy clutch springs, accounting for the slight pressure required to disengage the clutch.

Diagram at right illustrates the action of the single plate type of clutch. This type is much less expensive, but is not so smooth in action. It requires much more pressure to disengage it because of the heavy clutch springs, which are necessary to compensate for the small friction area, indicated by (A). The driven plate is indicated by (B). The slots (C) in the driving plate fit into the lugs (D) in the flywheel. This clutch is adjusted at four points and it is much harder to secure even pressure than with the McLaughlin-Buick multiple disc clutch which is adjusted at one point only.

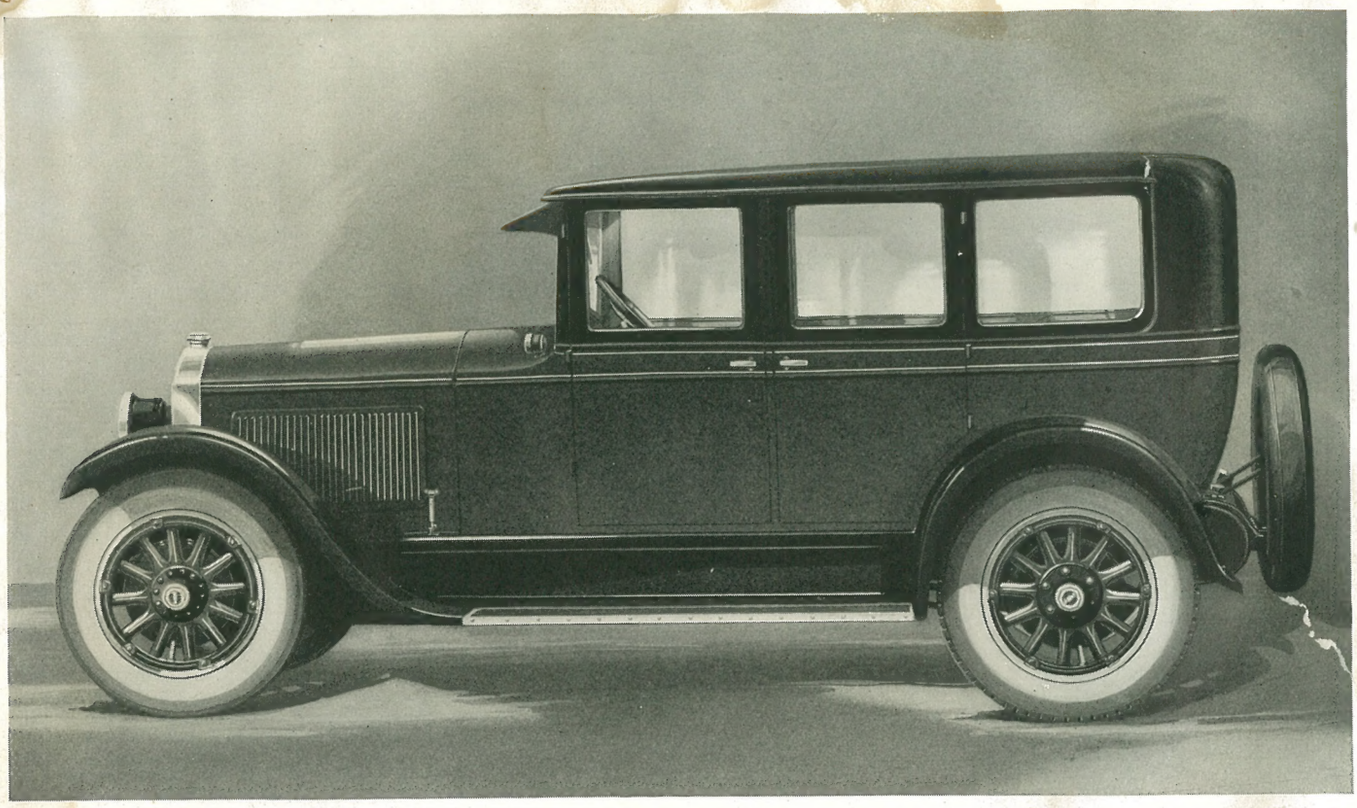


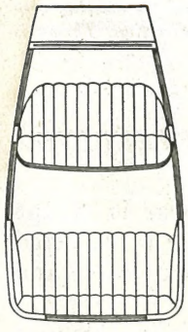
The McLaughlin-Buick transmission.

the least effort to operate of any clutch known. The ease of operation of the clutch and the easy manner in which the McLaughlin-Buick car steers provide comfort in driving that has made McLaughlin-Buick extremely popular, especially with women.



The convenient handle for pulling the door shut on closed models.





McLaughlin-Buick five-passenger four-door Sedan

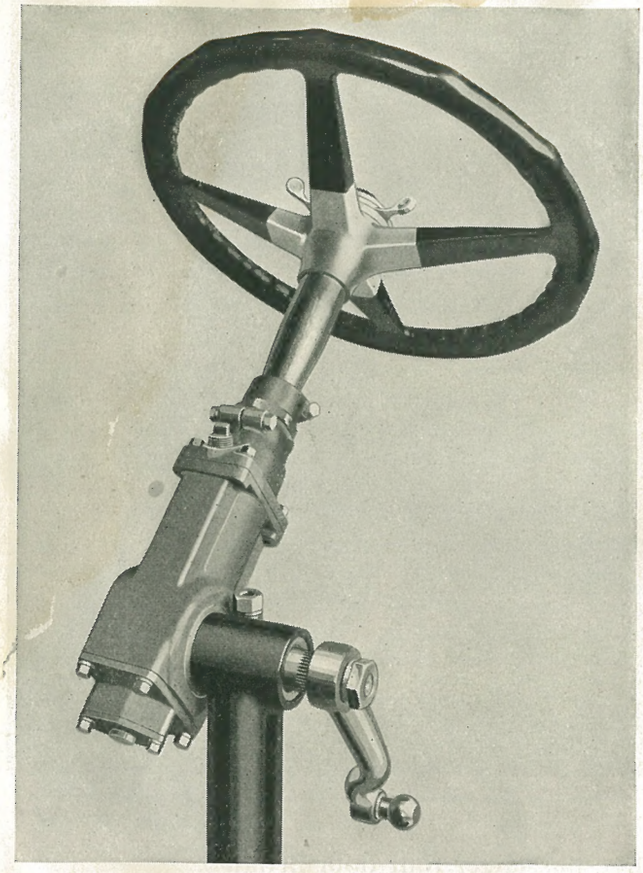
Master Six . Model 47

Here is a five-passenger four-door Sedan that in graceful design and beauty of exterior and interior finish can only be equalled by another McLaughlin-Buick. It is mounted on the McLaughlin-Buick Master Six chassis, with the 75 h.p. triple-sealed McLaughlin-Buick Valve-in-Head engine. It is long and low, and is handsomely finished in Duco. The roomy interior, with low, comfortable seats, is finished in plush of harmonizing colors, and the floors are neatly covered. It has a generous sized steering wheel, and a handsome instrument board. McLaughlin-Buick four-wheel brakes and specially designed rear cantilever springs are features of this as of the other models. In beauty, riding comfort, and economy in operation, this model, like others in the McLaughlin-Buick line, cannot be surpassed.

McLAUGHLIN-BUICK TRANSMISSION

THE McLaughlin-Buick transmission is the selective sliding gear type, with three speeds forward and one reverse. It has been strengthened throughout in conformity with the increased engine power. All the gears have been increased in width, and are extremely tough with extra hard wearing surfaces. The transmission control lever has been lengthened for the convenience of the driver. The McLaughlin-Buick transmission is built as an integral part of the engine, eliminating the need for universal joints which would be required if the transmission were separate from the engine.

The gear shift lever is conveniently placed and gears shift quietly and easily. In fact, shifting gears on a McLaughlin-Buick is so easy that it may be done with the tips of the fingers on the gear shift lever. Combined with the easy working McLaughlin-Buick clutch and the McLaughlin-Buick steering mechanism, the easy gear shift does much to explain McLaughlin-Buick's popularity, especially with women. Points like this demonstrate how carefully McLaughlin-Buick has considered every point of comfort and convenience for the driver as well as for the passengers.



The McLaughlin-Buick steering gear of the worm and split nut, semi-irreversible type. A large bearing surface is provided by the five points of contact between the worm and the grooves on the nuts, reducing wear to a minimum and providing an added factor of safety. It is the ball bearing type which adds to the ease of operation. Road shocks are absorbed and do not reach the steering wheel.

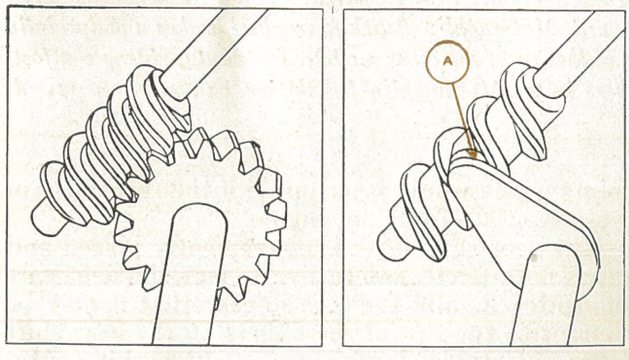


Diagram at left illustrates another type of steering gear, which is less expensive than the McLaughlin-Buick. In this type the bearing surface of the worm and gear is limited to not more than two teeth. To make adjustments the gear is turned, bringing new teeth into play. By reason of the small amount of bearing surface it is subject to greater wear.

Diagram at right illustrates still another type of steering gear of less expensive construction. The bearing surface is reduced to one point (A), with consequent increase in strain and wear.

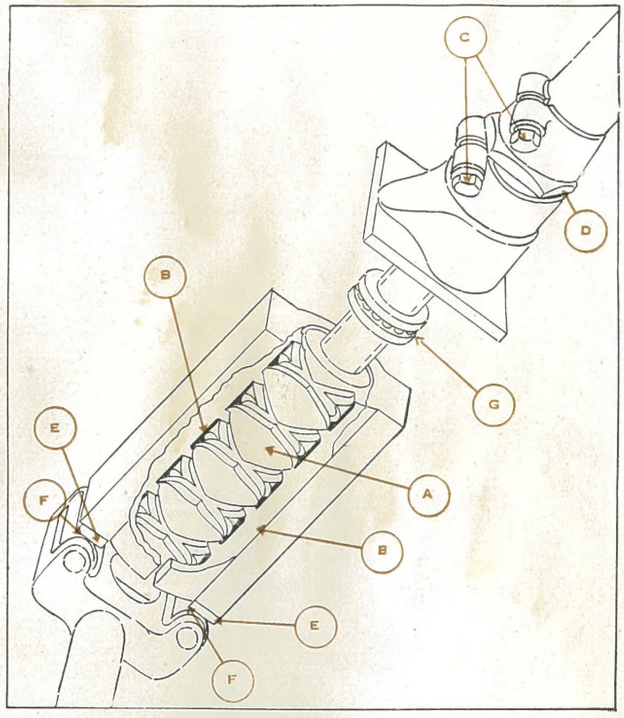


Diagram showing the construction of the McLaughlin-Buick steering gear. The worm (A) works in the groove on the split nuts (B). It operates in a bath of lubricant inside the steering gear housing. Adjustment is simply made by loosening the pinch bolts (C) and turning down the adjusting nut (D). The steel ends (E) of the split nuts operate on the rollers (F) on the rocker shaft, to which is attached the steering arm and rods, thus moving the wheels in the desired direction. Thrust is taken by the ball bearing (G).

THE McLAUGHLIN-BUICK STEERING GEAR

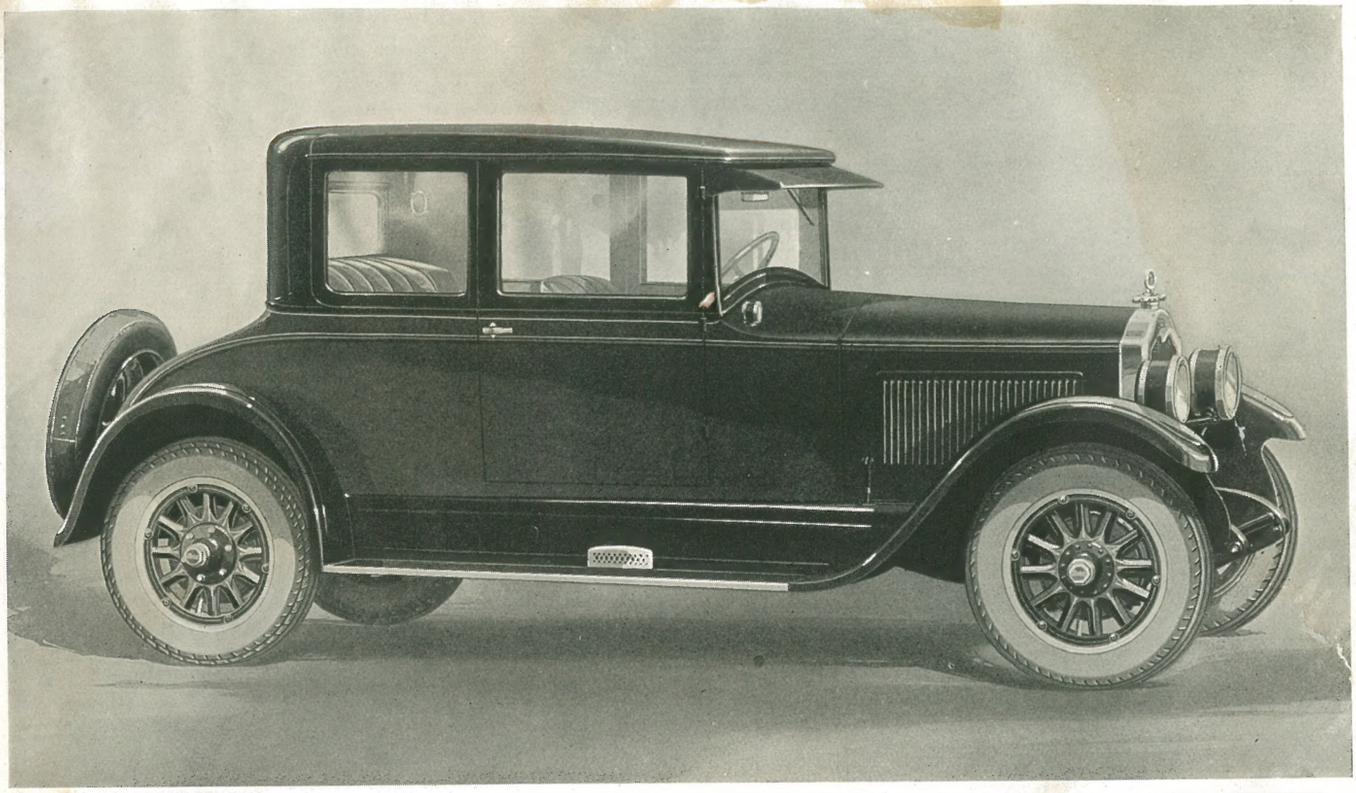
THE McLaughlin-Buick steering gear is of the worm and split nut, semi-irreversible type, fitted with a ball bearing. It is the most expensive and highly developed type known today.

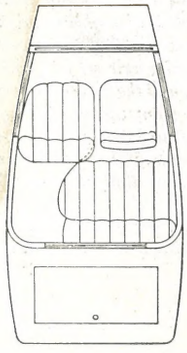
McLaughlin-Buick believes in building this unit of the car with a generous reserve of strength, rather than using a less expensive and consequently weaker type.

In the McLaughlin-Buick steering gear there are five bearing surfaces between the worm and the grooves in the split nuts, distributing the wear over a large area and reducing it practically to nothing. Any slight wear that does develop is easily taken up by merely lifting the hood and giving the adjusting nut on the steering column a slight turn.

Why the McLaughlin-Buick steers easily

This ball bearing steering gear, together with the ball bearings in the steering knuckles on the front





McLaughlin-Buick four-passenger Coupe

Master Six . Model 48

Without any question this large, roomy four-passenger Coupe sets a new mark in Coupe development. The long, low body, ending in the graceful lines of the rear deck, together with the Duco finish in a most pleasing color, mark it most distinctively. Four large side windows and a large rear window afford a remarkable degree of vision. The car has a low and rakish appearance as well as an air of smartness, which is enhanced by the heavy artillery wheels and large size, low-pressure tires. The interior is luxuriously trimmed with rich plush of the finest quality, with high grade carpeting in harmony. Other features are: combination vanity and smoking case, heater, foot rests, an assist cord to help passengers in arising from the rear seat, and a large luggage compartment.

axle, the pivotal balance of the front wheels, and the caster angle of the front axle, accounts for the extremely easy manner in which the McLaughlin-Buick steers and holds the road at all speeds.

Comparison of the McLaughlin-Buick steering gear with less expensive types that could have been adopted by McLaughlin-Buick will quickly impress you with the value of McLaughlin-Buick's standard practice of providing the utmost in efficiency, economy, and convenience, together with a large factor of safety.

The steering gear is another example of the excess value that you will find in every part of the McLaughlin-Buick car.

THE STEERING WHEEL

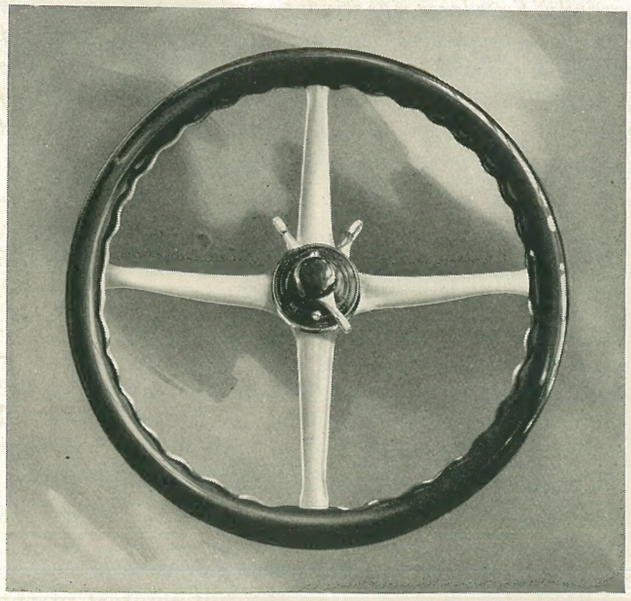
THE McLaughlin-Buick steering wheels are handsome in appearance and of large size, adding to the easy steering of the car. Mounted in the center will be found short spark and throttle levers, together with a switch that regulates the headlight beams. Special Six models, 17½-inch wheel. Master Six models, 18-inch wheel.

The steering column is set at a convenient angle so that driver may enjoy the full comfort of the seat.

The cord to assist passengers in rising from the rear seats in Models 48, 50 and 51.

THE McLAUGHLIN-BUICK FRONT AXLE

THE McLaughlin-Buick front axle is a specially designed, drop-forged, I-beam type, providing an extra margin of strength above that required to stand the stress and strains of front-wheel brakes.



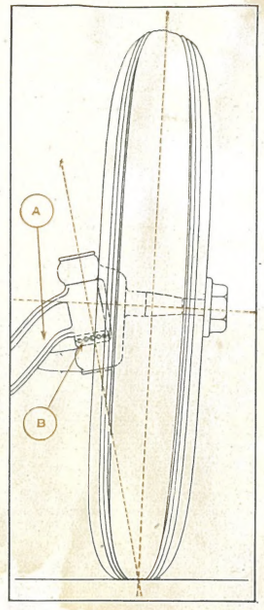
The McLaughlin-Buick steering wheel.

The spring seats are forged integral with the axle. There are no riveted or brazed parts, eliminating the possibility of breaking due to crystalization at the brazed points.

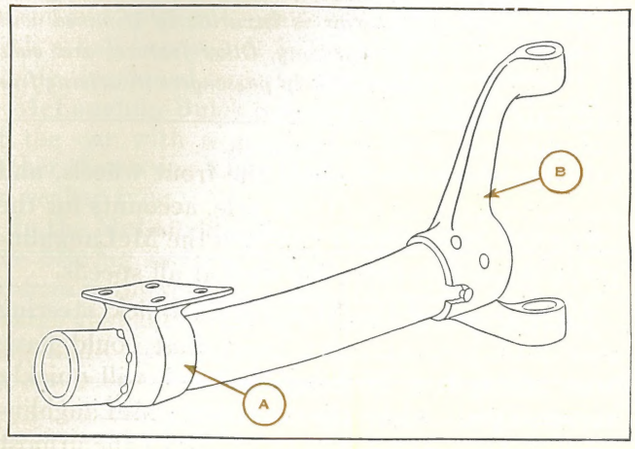
When the McLaughlin-Buick front axle is mounted it is tipped back at what is known as a caster angle. This contributes very greatly to the ability of the car to hold the road at all speeds. Were it not for this tilting of the axle, the car would be harder to drive, especially at high speeds.

Mounting the front axle at an angle throws a heavy strain on the spring seats. When these are riveted or brazed to the axle they do not provide the same margin of safety as when they are integral parts of the front axle, as in the McLaughlin-Buick.

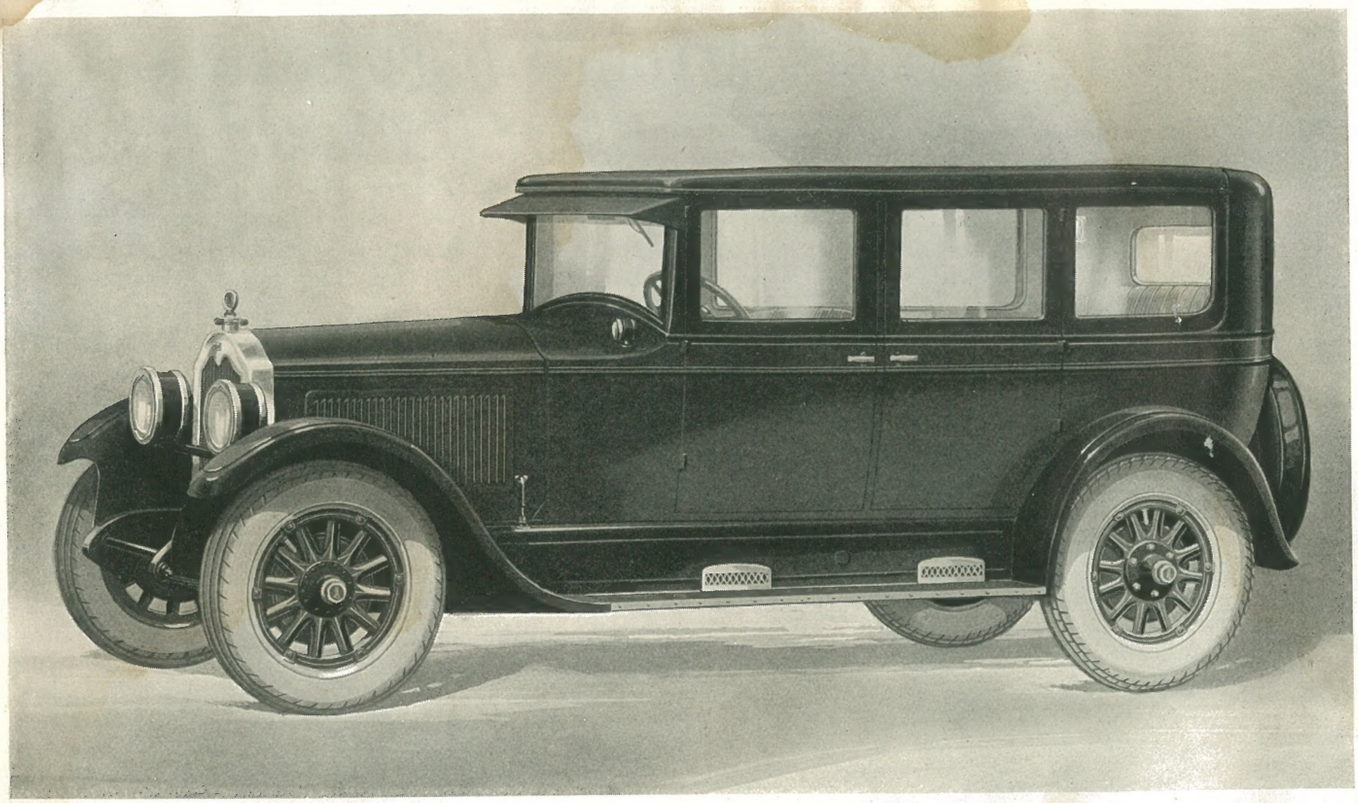
This is another example of the extra margin of safety found throughout the McLaughlin-Buick, making it the greatest automobile value on the market.

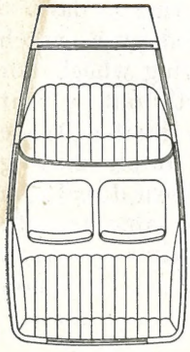


Pivotal balance, which has much to do with the easy steering of the McLaughlin-Buick, is here illustrated. The wheel and the axle are so constructed that the weight of the car is at the center of the tire, as shown by the lines drawn through the king pin and the tire, meeting at the ground. McLaughlin-Buick's five bearing surface steering gear, with axle set at a caster angle, and the pivotal balance of the front wheels, accounts for the easy manner in which the McLaughlin-Buick steers. Axle (A). Ball bearing (B).



In this type of front axle the spring seats (A) and the yoke ends (B) are brazed and riveted on, making a less dependable axle than that used by McLaughlin-Buick, which is drop-forged in one piece, with no riveted or brazed parts.





McLaughlin-Buick seven-passenger Sedan

Master Six . Model 50

This big seven-passenger Sedan has many refinements that give it a very striking appearance, and make it the last word in comfort and convenience. Double body moldings and striping and Duco finish in a very attractive color make it stand out as a car among cars. The auxiliary seats are exceptionally wide and deeply upholstered, with wide back rests. They will seat three if necessary. Extra leg room is provided by under-cutting the back of the front seat. The car is upholstered in the highest grade plush. Among its features are a smoking case, and a vanity case for ladies. The body is mounted on a 128-inch wheelbase chassis, powered by a 75 h.p. triple-sealed McLaughlin-Buick Valve-in-Head engine. It is an ideal car for those who want the very best.

McLAUGHLIN-BUICK WHEELS

THE wheels used on McLaughlin-Buick cars are of the heavy, wood artillery type. The hubs are extra large with heavy spokes of great strength, specially designed to provide a margin of safety above the strains of ordinary driving, coupled with those due to braking.

The rims and wheel felloes have been so constructed that the rim will not assemble on the wheel other than in its correct position. The rim is also provided with bosses so that the rim must center accurately on the wheel, providing a true wheel balance. Improved wedges provide a solid support for the rim on the felloe.

The front wheels have a pivotal balance, of course, in order to add to the easy steering of the car.

There is no more substantial wheel construction than that used by McLaughlin-Buick.

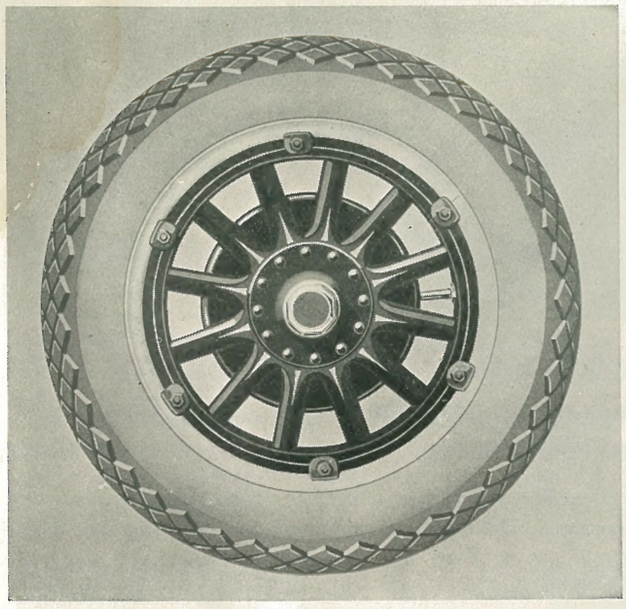
In addition they have been carefully designed and decorated so that they harmonize with the color scheme of each particular model and add greatly to the smart appearance of the cars.

McLAUGHLIN-BUICK FOUR-WHEEL BRAKES

McLAUGHLIN-BUICK mechanically operated four-wheel brakes have proved their worth in the service of thousands of McLaughlin-Buick owners. They are of the external contracting type. The brake bands operate on brake drums with large bearing surfaces. The drums are securely bolted to the wheels.

The braking system is designed to exert, automatically, slightly greater pressure on the rear brakes. In turning a corner the brake on the outside front wheel automatically releases, permitting the wheel to run free and giving perfect steering control when turning corners with the brakes applied.

Tires and brake bands both last longer because the wear is distributed over four tires and brake bands instead of two. The increased friction between the tires and the road provided by four-wheel brakes makes it possible to stop a McLaughlin-Buick very quickly, and provides the driver with an extra factor of safety.



The McLaughlin-Buick wood artillery wheel, with large hub, short, heavy spokes, and large, low pressure tires. These wheels add materially to the appearance of the cars and provide an extra margin of safety. Tires on Special Six models are 31 by 5.25 and on Master Six models 33 by 6.

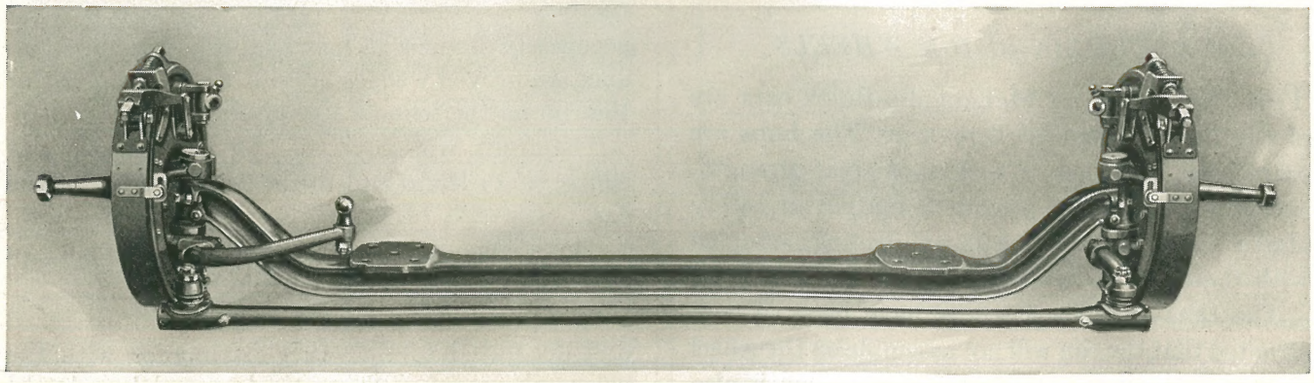
The emergency, or hand brake

The emergency or hand brake on the McLaughlin-Buick is of the internal expanding type, operating on the inside of the brake drums of the rear wheels. It is entirely independent of the four-wheel service brakes and is used principally when parking the car.

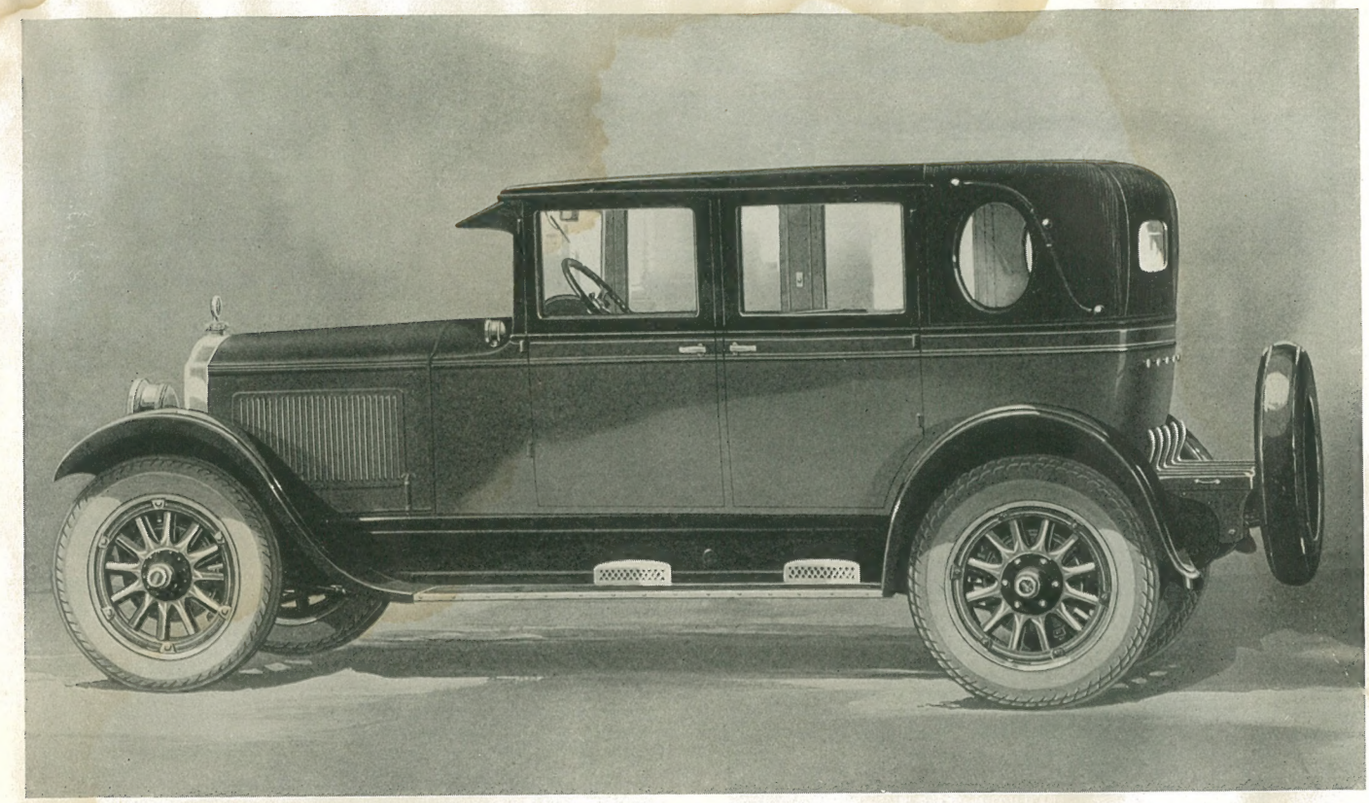
THE McLAUGHLIN-BUICK HEADLIGHTS

THE new headlights on the McLaughlin-Buick are of the very latest type with controllable light beams. Without question this is one of the most outstanding improvements in motoring to date.

The beams of light are controlled by a switch mounted in the center of the steering wheel. For country driving the beams go directly out in front of the car, lighting the road for a great distance ahead and for its entire width. By simply shifting the lever the beams are deflected down directly in front of the car. As they are still of the same strength there is a large flood of light that makes driving in traffic, or when other cars are met, much safer, and provides great mental comfort to the driver.

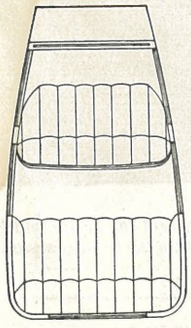


The brake drums and bands on the McLaughlin-Buick furnish a braking area sufficient to stop the wheels quickly and smoothly. The front axle is drop-forged in one piece. There are no brazed or riveted parts, therefore the axle possesses maximum strength.



McLaughlin-Buick five-passenger Brougham Sedan

Master Six . Model 51

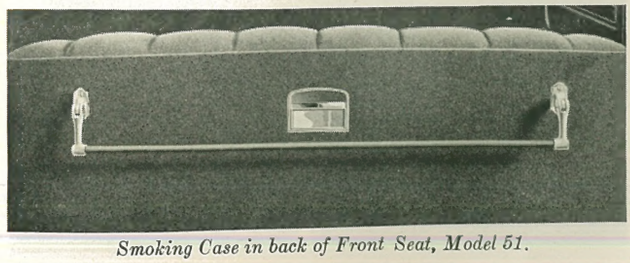


Here is a Brougham Sedan body on a 128-inch wheelbase chassis. It is most attractive in its appearance and in the luxury of its appointments. The body is finished in Duotone Duco colors, with wheels to match. The rear upper part of the body is covered with bright finish, long-grain leather. The interior is most pleasingly upholstered in rich mohair plush. The hardware is specially designed and the appointments are complete, including a smoking case in the back of the front seat. The smooth-running, snappy, 75 h.p. triple-sealed McLaughlin-Buick Valve-in-Head engine adds much to the pleasure of driving, and the knowledge that you have at all times at your command McLaughlin-Buick four-wheel brakes, provides motoring pleasure that can be approximated only in another McLaughlin-Buick model.

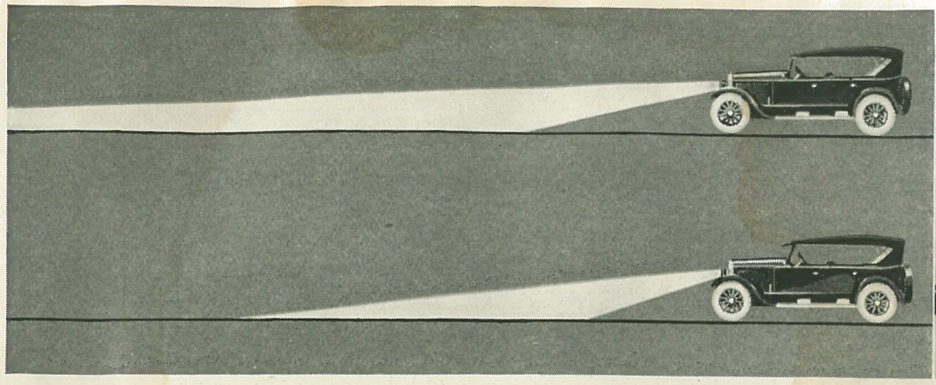
Lamps, bulbs and other parts are stationary. The change in the direction of the light rays is made entirely by shifting the current from one filament to the other in the bulb, aided by a specially designed lens built into the lamps.

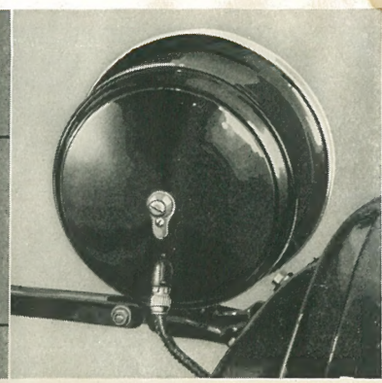
The lamps are fitted with doors that are hinged at the top and fastened at the bottom with a screw for convenience in installing new bulbs when necessary.

The lamps are mounted on a cross bar extending from fender to fender, instead of being mounted direct to the fender with a stay rod in between. This type of mounting eliminates the necessity for having right and left hand lamps. It makes adjustment much simpler, and in case of fender damage the lamps are not so apt to be distorted.



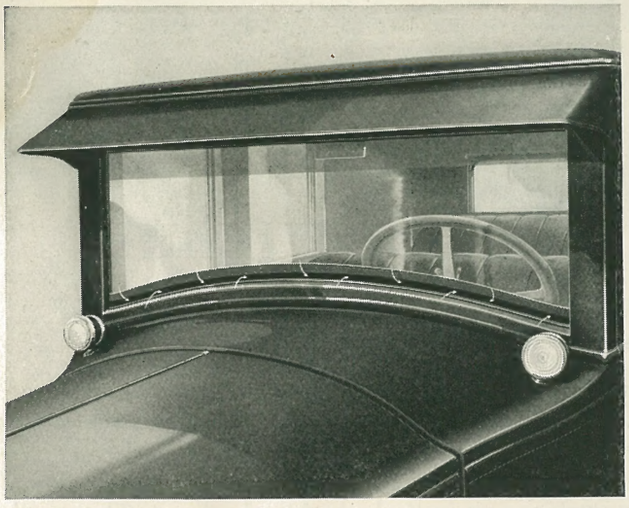
Smoking Case in back of Front Seat, Model 51.



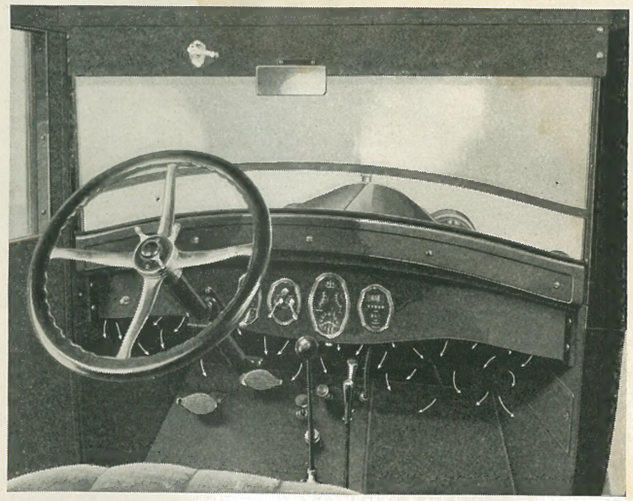


This illustration indicates the manner in which the light rays are raised or lowered by the simple operation of the switch lever in the center of the steering wheel. The McLaughlin-Buick headlights are simply adjusted by the screw located on the rear of the lamp. The illustration also shows the manner in which the lights are mounted, eliminating the necessity for right and left hand lamps.

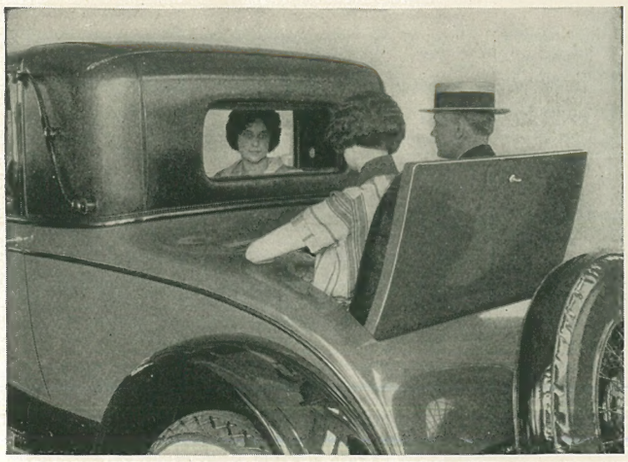
THE VENTILATING WINDSHIELD



The Fisher V V windshield on all McLaughlin-Buick closed models is raised by a handle inside the car to admit air through the ventilator or, when raised higher, in a direct current. Arrows indicate circulation of air.



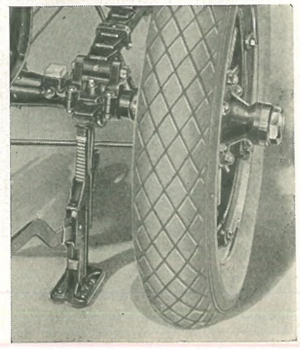
When the windshield is raised slightly it opens a vent the entire width of the car. Air is deflected through this vent down into the front compartment across the whole width.



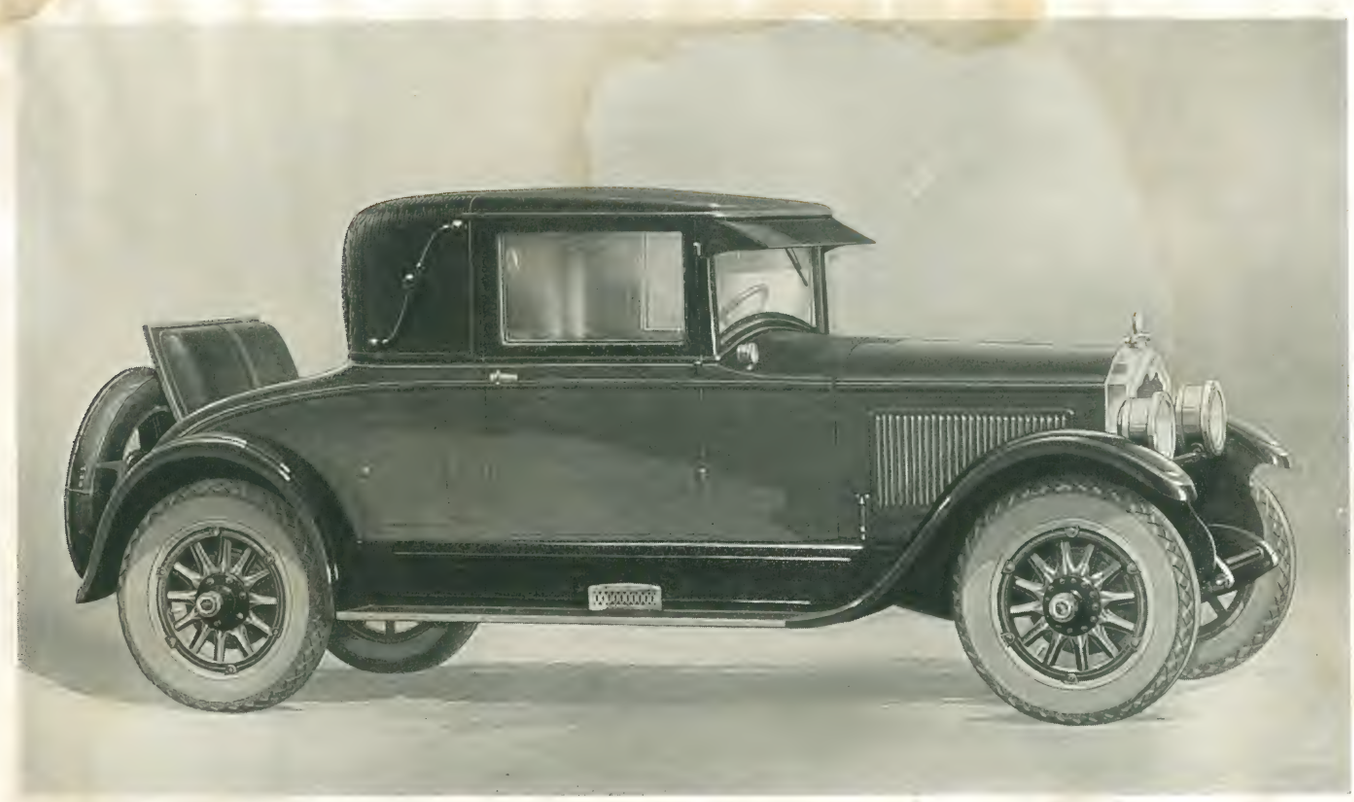
Two extra passengers may be carried in the rear compartment seat on Model 54C

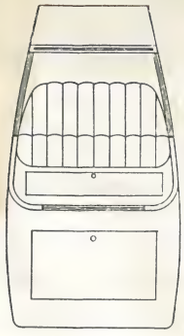
JACK LUG ON REAR AXLE

FOR convenience in raising the rear wheels from the ground when changing tires, the rear axle is provided with a lug extending out to the rear. This makes a convenient and easily accessible point of purchase for the jack, and will be readily appreciated by motorists. This is one of the many features of convenience on the McLaughlin-Buick.



This photograph shows a jack in use under the lug.





McLaughlin-Buick Country Club Coupe

Master Six . Model 54C

Here is the popular McLaughlin-Buick Country Club Coupe, a body type specially designed for those who desire comfort and luxury in a car of smaller passenger carrying capacity than the Sedan models. It is of the same general type as its companion model—the Brougham Sedan. The rear deck is large and has a Dickey seat for two extra passengers. The large rear window may be lowered, permitting those in the rear seat to converse with those in front. The body is finished in Duotone Duco colors, beautifully striped. There is an extra carrying compartment, reached by a door in the side of the body, fitted with a Yale lock. This model leaves nothing to be asked for by the most discriminating purchaser, and is especially liked by those who desire a smart looking second or third car.

CANTILEVER REAR SPRINGS

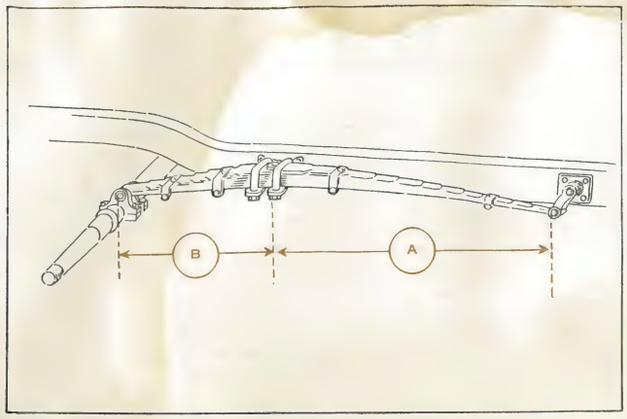
THE rear springs on McLaughlin-Buick cars are of the cantilever type. They are so designed that there is a long, flexible front section to absorb shocks on ordinary roads, and a short, stiff rear section, which absorbs the greater shocks on rough roads.

This short rear section, extending from the axle to the frame, reduces sidesway to a degree which is absolutely impossible with any other type of spring. The illustrations will make clear why this is so.

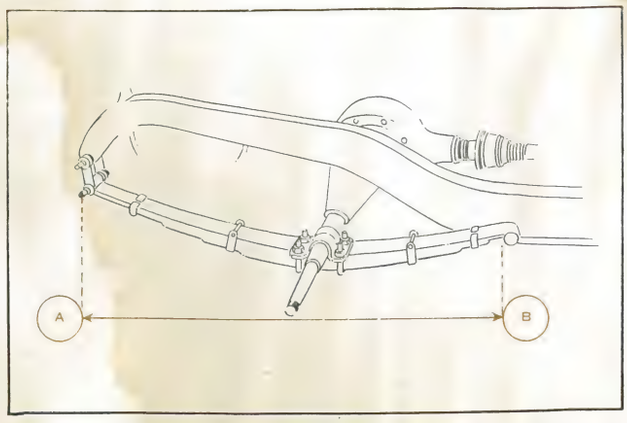
The cantilever rear springs on all McLaughlin-Buicks are especially designed with regard to the weight and type of the particular body that they support. Together with low pressure tires, and very flexible seat cushions, they provide the riding comfort for which McLaughlin-Buick is particularly noted.

THE UNIVERSAL JOINT

THERE is no particular virtue attached to universal joints, and they are only used in automobile construction when absolutely necessary. The McLaughlin-Buick drive, being of the torque tube type, requires only one universal joint.



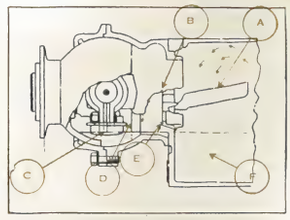
The long section (A) of the McLaughlin-Buick cantilever rear springs absorbs ordinary shocks. The short, heavy rear section (B) absorbs the greater shocks. As the frame and body are supported by the short section (B), from the axle to the spring bracket on the frame, the possibility of the body swaying in turning corners is reduced to a minimum.

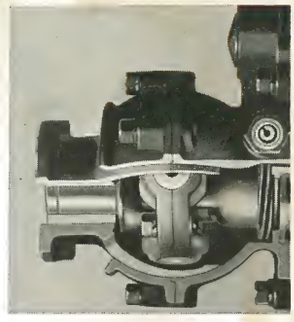


This illustration shows a semi-elliptic type rear spring. It is used in connection with the Hotchkiss drive. By reason of the frame and body being supported by the entire length of the spring from (A) to (B) the body is not held rigid when turning corners. The result is that there is greater sidesway than with the McLaughlin-Buick cantilever rear springs.

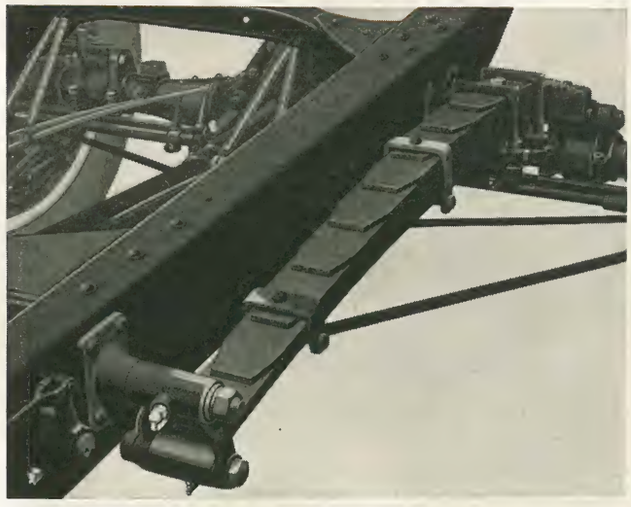
If a Hotchkiss drive were used, and the McLaughlin-Buick transmission were not built integral with the engine, four, or at least three, universal joints would be absolutely necessary—two between the transmission and rear axle, because the drive shaft and rear axle are continually out of alignment, and one or two between the transmission and the engine to take care of strains and stresses transmitted to the engine and transmission from the frame.

These universal joints would have to be lubricated frequently or they would wear quickly and become noisy, and they would be very difficult to lubricate owing to their inaccessible position.





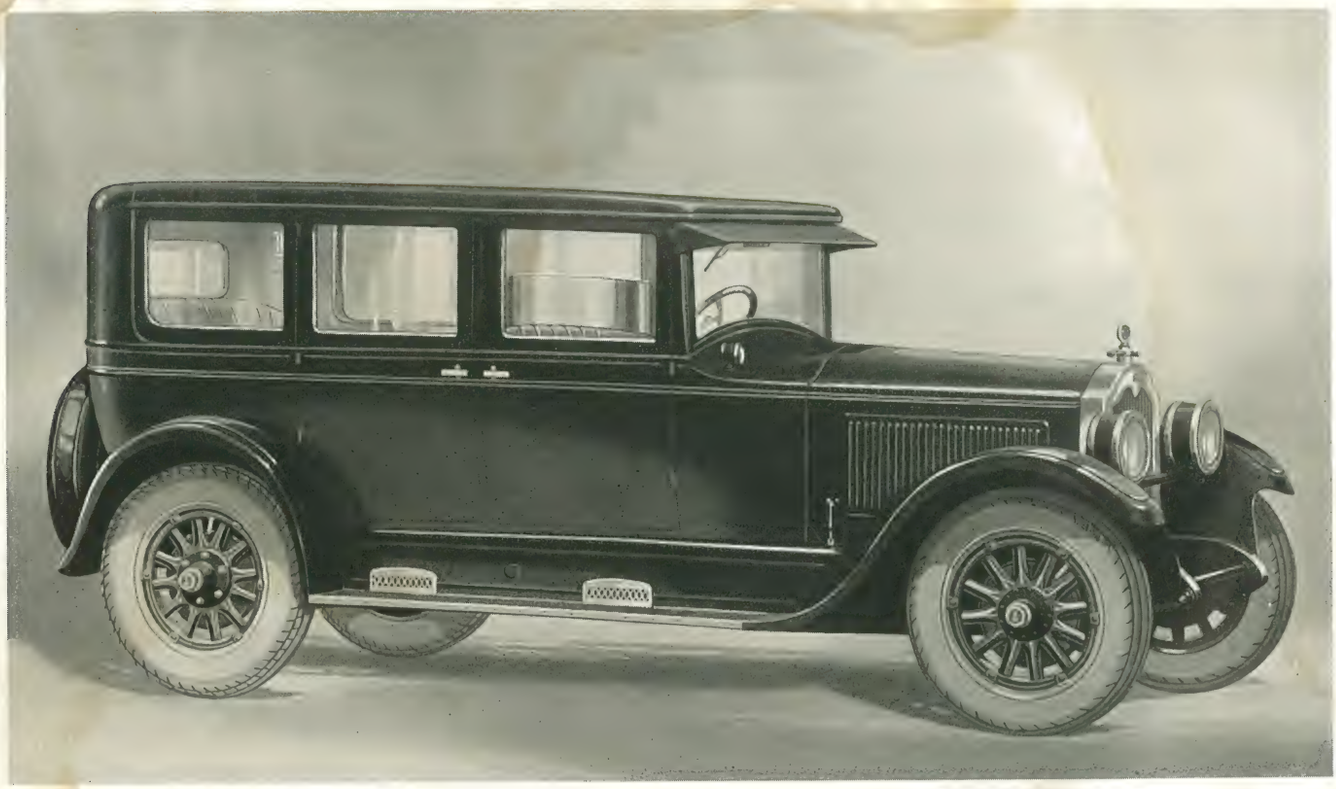
The McLaughlin-Buick universal joint is automatically lubricated by lubricant thrown from the transmission gears into the trough (A), then running through the hole (B) into the universal joint ball housing, and into the reservoir (C), thus providing the universal joint with a constant bath of lubricant. When the lubricant reaches the level (D) it passes through the opening (E) back into the transmission case (F). It is never necessary to pay any attention to the universal joint on a McLaughlin-Buick so far as lubrication is concerned.

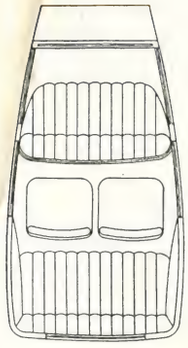


The McLaughlin-Buick cantilever rear springs.

If McLaughlin-Buick used this type of construction, these universal joints would be the only means of preventing the drive shaft from being broken, and of preventing excessive strains on the bearings.

The one universal joint on the McLaughlin-Buick connects the torque tube with the transmission and absorbs all driving strains. It is completely enclosed, dustproof, and automatically lubricated from the transmission. At no time is it necessary to put any lubricant in this joint. So far as any attention from the driver is concerned, he can forget that there is any such thing as a universal joint on his McLaughlin-Buick.





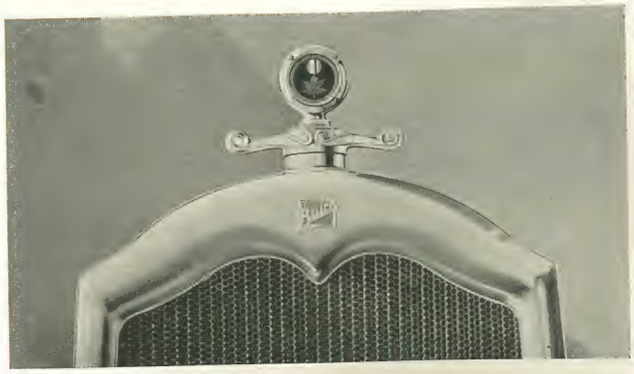
McLaughlin-Buick seven-passenger Limousine

Master Six . Model 50L

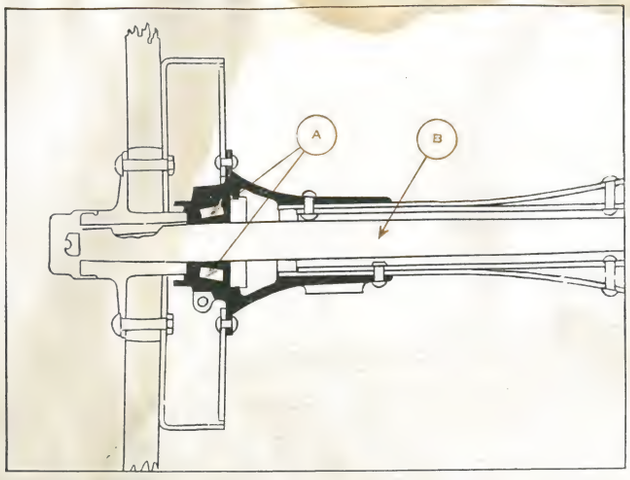
This handsome Limousine Body by Fisher mounted on the 128-inch wheelbase sealed chassis with 75 h.p. triple-sealed Valve-in-Head engine is the outstanding value in automobiles of the luxurious type. The double body molding and striping, and the attractive Duco color give it a very striking appearance. The auxiliary seats are exceptionally wide and deeply upholstered, with wide back rests. Upholstery is of high grade plush, all cushions deeply padded. The plate glass partition that encloses the driving compartment can be quickly lowered into the back of the front seat. The equipment includes automatic wind-shield wiper, rear-vision mirror, motometer, a smoking case, and a vanity case for ladies. This car is indicative of the scrupulous care of the master craftsmen, and is the last word in comfort and convenience.

LESS DIRT—LONGER LIFE

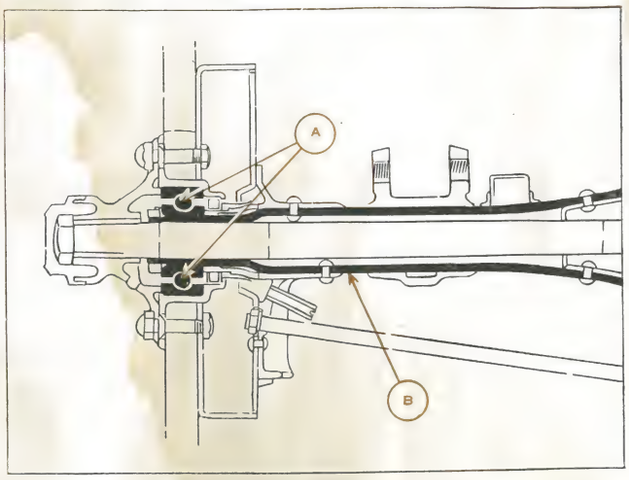
OVER a year ago McLaughlin-Buick engineers evolved a sealed chassis—one which is virtually dirt proof. This was done by enclosing practically every moving part so that dirt or water could not find its way in. Now McLaughlin-Buick engineers have won another victory over dirt, the greatest enemy of automobile machinery. They have blocked the only three remaining means by which dirt might enter the engine, namely the gasoline, air and oil channels—by means of the gasoline strainer, the air cleaner and the oil filter described in detail elsewhere in this book.



Special radiator cap with motometer on Models 48, 49, 50, 50L, 51, 54C.



The semi-floating axle. In this type the bearing (A) is mounted directly on the axle shaft (B) with the result that the shaft must carry the weight of the car in addition to turning the wheel. If the shaft breaks the wheel comes off.



The McLaughlin-Buick floating rear axle. In this type the bearing (A) is mounted on the rear housing (B). The weight of the car is on the housing, not on the shaft. If the shaft break the wheel does not come off, and the car may be towed.

FLOATING TYPE REAR AXLES

THE rear axles on McLaughlin-Buick cars are of the floating type. This means that the wheels are mounted on ball bearings which fit over the rear axle housing. None of the weight of the car is borne by the axle shaft. The only duty that the rear axle shaft is called upon to perform is to turn the wheels.

This provides an extra margin of safety and reduces the possibility of broken axle shafts to the very minimum.

The axles on these models, including the differential case and gears, which are carried in the center housing, have been made especially strong to take care of the extra power furnished by the engine. In other words, the same extra margin of safety that has been built into the balance of the car has been maintained at this point.

THE McLAUGHLIN-BUICK TORQUE TUBE DRIVE

AN automobile is driven by the power from the engine transmitted to the rear wheels. The wheels in turning push the car forward. This pushing force generally is transmitted to the frame of the car through the rear springs, a system known as the Hotchkiss drive. This system places the rear springs under a double strain. They not only must absorb road shocks but must also take the driving strain.

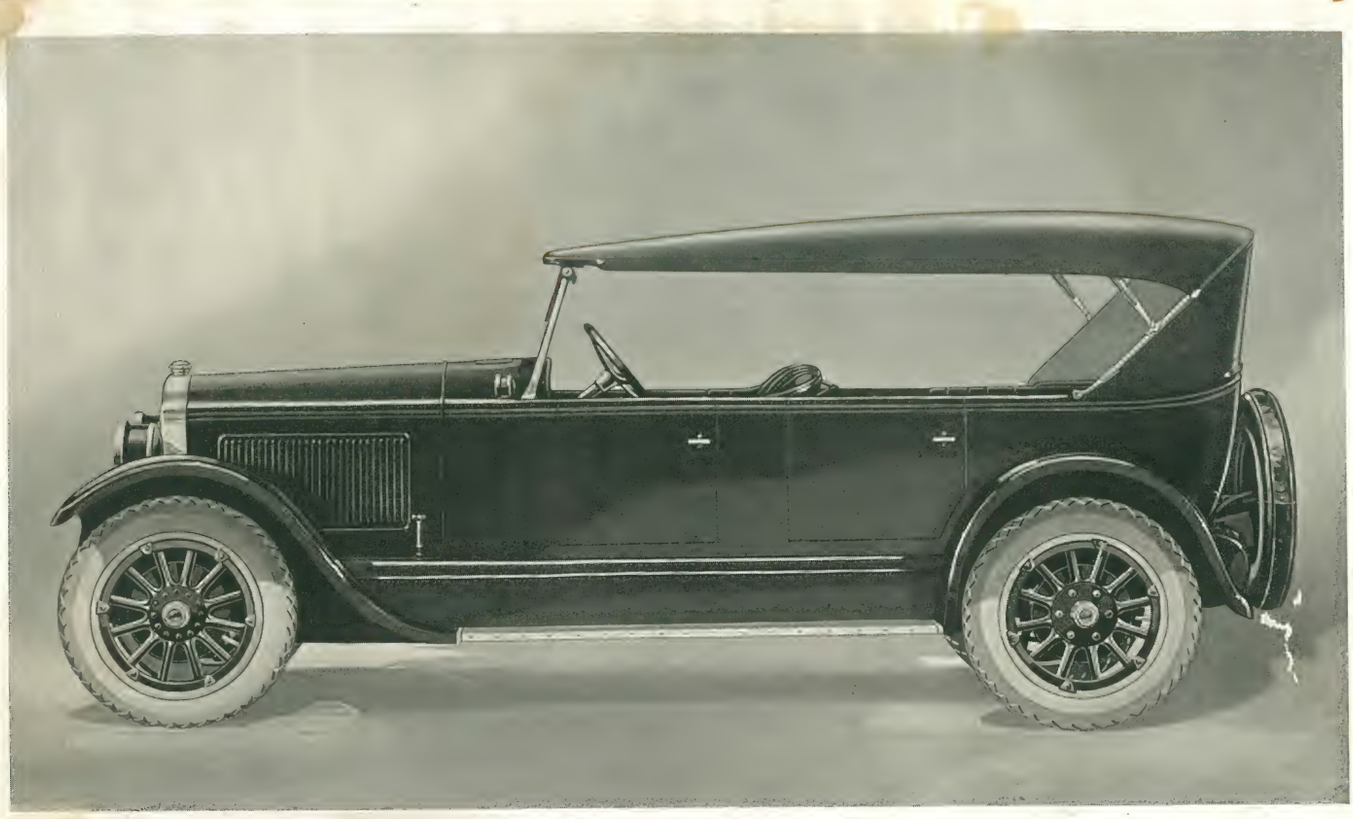
Furthermore, because the springs are flexible, they cannot hold the rear axle rigidly in position. Whenever one of the springs is deflected by a bump in the road the rear axle is thrown out of alignment, and the car loses part of the direct pushing force that sends it forward.

The propeller shaft is also thrown out of alignment, and this is such a serious drawback that two universal joints, one at each end of the propeller shaft, are used to counteract it as much as possible. Both of these universal joints require frequent lubrication and, as they are very difficult to reach, this causes the owner considerable trouble.

If one of the springs happens to break under the double strain to which it is subjected the car cannot be driven until the spring is repaired.

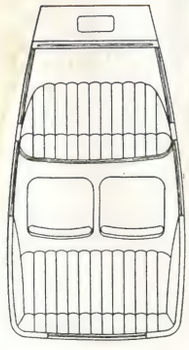
The McLaughlin-Buick torque tube drive has none of these disadvantages. The drive is taken by the sturdy torque tube that encloses the propeller shaft.

The rear springs are relieved of all driving strain.



McLaughlin-Buick seven-passenger Touring

Master Six . Model 49



This large seven-passenger touring has the grace of line that gives it a very striking appearance, and the richness of interior and exterior finish make it distinctive in any group of automobiles. The body is finished in attractive Duco colors, with wheels finished to match. The top has natural wood bows with nickelled slat irons, and is covered with heavy top material. The curtains are close fitting. The auxiliary seats are exceptionally wide with wide back rests and will accommodate three passengers with comfort. The upholstery is high grade genuine leather, all cushions deeply padded. The body is mounted on the 128-inch wheelbase chassis and has the famous McLaughlin-Buick 75 h.p. triple-sealed Valve-in-Head engine. Automatic wind-shield wiper, rear vision mirror, motometer, and tool pocket in right front door are all standard equipment. There is a more complete measure of satisfaction in this model that cannot be appreciated except through experience.

Rigid strut rods hold the torque tube and the rear axle in perfect alignment, making them one unit. In this type of construction it is absolutely impossible for the rear axle to get out of alignment with the driving shaft, which is enclosed in the torque tube, and therefore only one universal joint is needed.

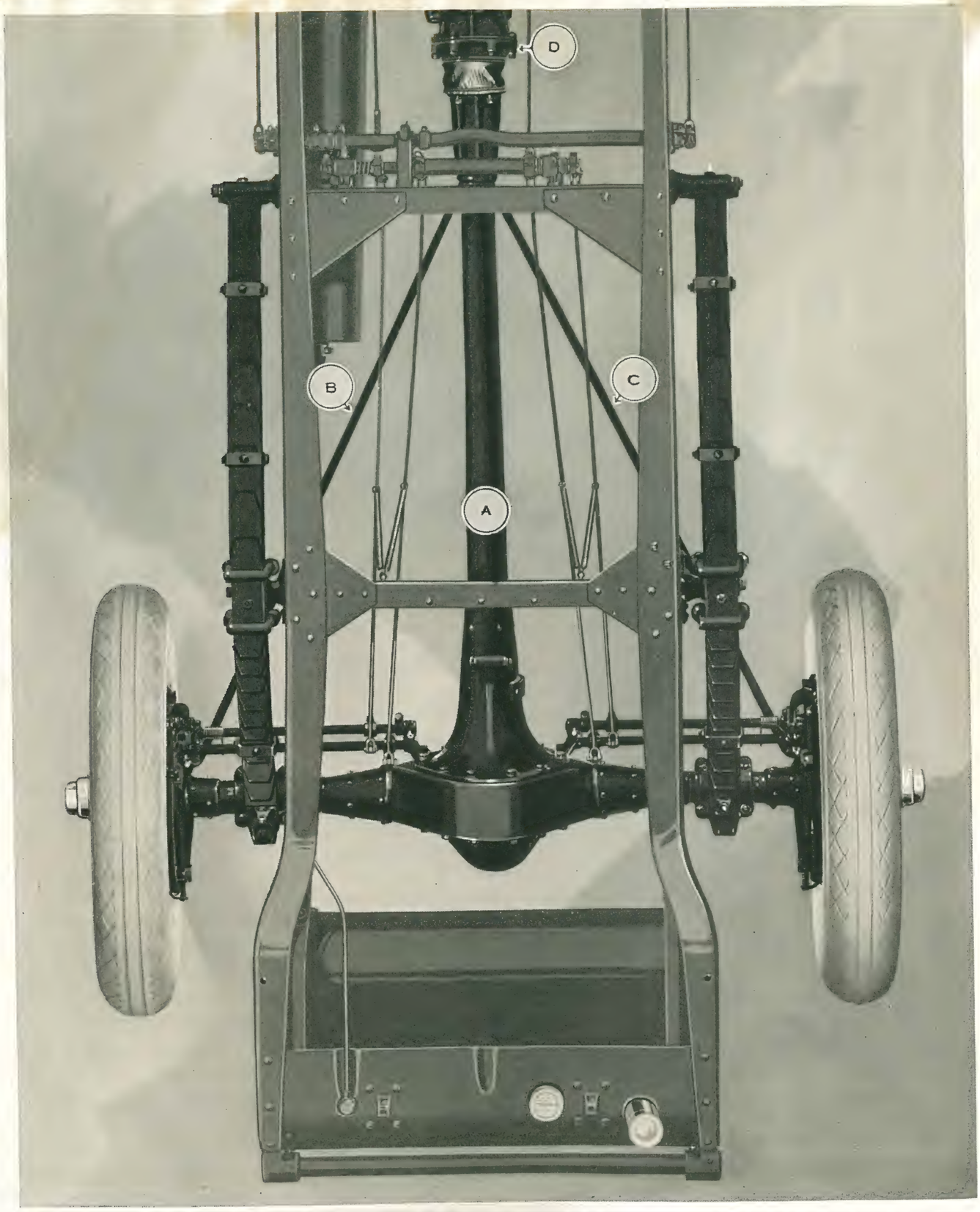
This one universal joint is automatically lubricated by oil coming from the transmission into the ball housing, inside of which the universal joint operates, then overflowing back into the transmission. The universal joint thus runs in a constant bath of oil, and requires no other attention whatever, as far as lubrication is concerned.

The McLaughlin-Buick is not driven through rear springs.

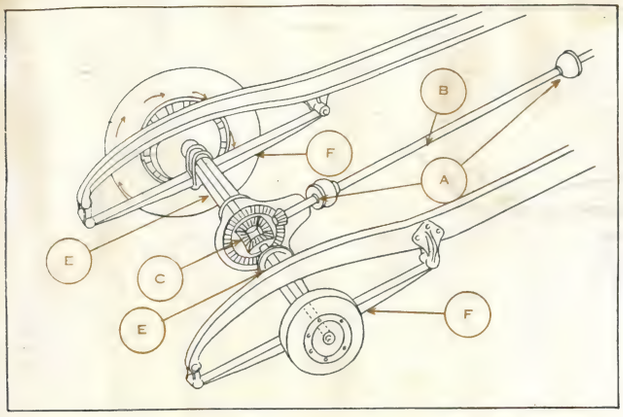
If both rear springs on a McLaughlin-Buick were removed the car could still be driven.

The torque tube construction on the McLaughlin-Buick is more expensive to manufacture, but it eliminates trouble and expense for the owner. McLaughlin-Buick at no time builds a car to meet a price.

It builds a car according to the best type of con-



The McLaughlin-Buick torque tube drive



The Hotchkiss drive type of axle commonly used is fitted with two universal joints (A) because the axle is not held rigid and these joints are necessary to relieve the drive shaft and bearings from strain as the axle is thrown out of alignment with the driving shaft when the springs are deflated unevenly in going over rough or bumpy roads.

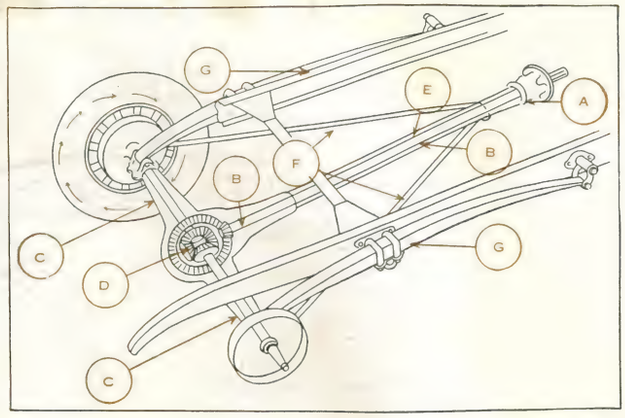
These joints are not automatically lubricated, and if neglected they become noisy.

The propeller shaft (B), which is not enclosed, transmits the power of the engine to the rear wheels through the differential (C) and axle shafts (E, E).

This long shaft with a heavy universal joint at each end, and not supported by bearings, whips out of line causing an uneven running car.

The arrows indicate the direction of the driving force which has a tendency to turn the axle around. In this type of drive the springs (F) have to hold the axle in place. They have to take all the driving strain, and also absorb the shocks from the road. If one of the springs should break the car could not be driven because the axle would be too far out of alignment.

This type of construction makes the car hard to handle when the going is rough and makes it more difficult to pull out of sand and mud. It is a much cheaper type of axle than the torque tube type used by McLaughlin-Buick.



In the McLaughlin-Buick torque tube drive only one universal joint (A) is needed. This joint is automatically lubricated from the transmission, therefore you never have to bother with it.

The drive shaft (B), which is entirely enclosed, transmits the power from the engine to the axle shafts (C, C) through the differential (D). This shaft (B) is supported by bearings at both ends and, without heavy unsupported universal joints, runs practically true, lending to the smooth operation of the car.

The arrows show the direction in which the wheels are forced around. This driving force has a tendency to turn the rear axle around, but the torque tube (E), being rigidly bolted to the rear axle housing and attached to the transmission case by the ball housing, enclosing the universal joint, holds the axle in place, and takes all the driving and torque strains.

The strut rods (F) keep the third member and rear axle in perfect alignment.

The springs (G) are relieved of all driving strains. They have no other duty but to make the car ride easy. If one or both springs should break the car may still be driven home.

This type of construction makes the McLaughlin-Buick easy to handle when the going is rough, and also accounts for the ability of a McLaughlin-Buick to pull out of bad places.

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struction that is known and, by reason of its great volume of sales, it is possible for McLaughlin-Buick to build this type of car to sell at a price that would be absolutely impossible if only a few thousand cars were made a year.

McLaughlin-Buick's position as a leader in the industry makes it possible to give greater value instead of using a cheaper type of construction in order to build a car in a certain price classification. Not how cheaply, but how well can we build, is McLaughlin-Buick's motto.

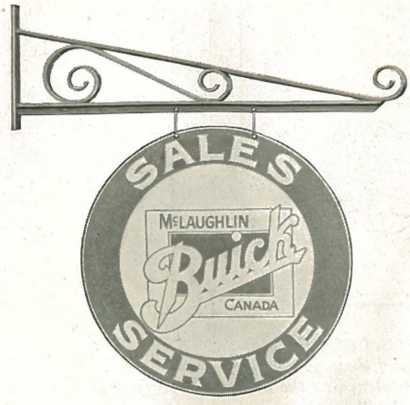
Modern machinery, complete facilities for economical manufacturing, and large production, with their consequent reduction in overhead expense, enable McLaughlin-Buick to give the greatest dollar for dollar value in an automobile.

On the opposite page is shown an illustration of the McLaughlin-Buick torque tube drive

A. The torque tube—in the McLaughlin-Buick the driving force from the rear wheels is taken by this sturdy tube that encloses the propeller shaft.

B. and C. The strut rods—these hold the torque tube and the rear axle in perfect alignment so that the car gets the full benefit of the driving force from the rear wheels all the time.

D. The universal joint ball housing—the driving force is applied to the car at this point by the rigid torque tube.



NATION-WIDE SERVICE

McLaughlin-Buick has not felt content with only building long life and satisfactory service into its product. It does not believe that its obligation ceases when the car is sold.

Ever since the McLaughlin-Buick automobile was introduced to the Canadian public, it has been the policy of the Company to so situate the Branches and Service Stations that car owners may, at all times, receive as nearly 100% service as is possible.

The motto of McLaughlin-Buick is that an owner is entitled to efficient service, courteously rendered, at a fair price. This motto is responsible for the establishing of Dealers and authorized service stations in practically every city and town in the Dominion.

Replacement Parts

The McLaughlin-Buick sign is prominently displayed on the premises of dealers and service stations and is your assurance that Genuine McLaughlin-Buick Parts are used in servicing McLaughlin-Buick automobiles.

Maintenance

Flat rate charges for labor which have been worked out by the Company as a protection to car owners, is in operation at all Branches and is rapidly being adopted by our dealers. This insures a standard charge for maintenance work throughout the country.

Branch Organization

Besides the hundreds of McLaughlin-Buick Dealers and Authorized Service Stations throughout the country, there is a chain of direct factory Branches located at strategic points for the distribution of McLaughlin-Buick cars and parts.

When touring in the United States McLaughlin-Buick owners are assured of efficient and courteous attention at the hands of McLaughlin-Buick Dealers. Servicing facilities are also available in many foreign countries.

STANDARD EQUIPMENT

SPECIAL SIXES

Model 20—Five-passenger two-door Sedan
24—Four-passenger Roadster
25—Five-passenger Touring
26—Two-passenger Coupe
27—Five-passenger Sedan
28—Four-passenger Coupe

MASTER SIXES

Model 40—Five-passenger two-door Sedan
44—Two-passenger Roadster
45—Five-passenger Touring
47—Five-passenger four-door Sedan
48—Four-passenger Coupe
49—Seven-passenger Touring
50—Seven-passenger Sedan
50L—Seven-passenger Limousine
51—Five-passenger Brougham Sedan
54C—Country Club Coupe

WHEELBASE—All Special Six models 114⅜ inches. Master Six, Models 40-44-45-47, 120 inches. Master Six, Models 48-49-50-50L-51-54C, 128 inches.

ENGINES—Special Six Models, 60 h.p. McLaughlin-Buick Valve-in-Head, triple-sealed. (N.A.C.C. rating 23.4). Bore 3⅛ inches. Stroke 4½ inches.

Master Six Models, 75 h.p. McLaughlin-Buick Valve-in-Head, triple-sealed. (N.A.C.C. rating 29.4). Bore 3½ inches. Stroke 4¾ inches.

ALL MODELS—Four-wheelbrakes; four low-pressure tires; new style, controllable beam headlights with control switch on top of steering wheel; air cleaner; oil filter; gasoline strainer; windshield wiper; sunshade on all closed models; tire carrier for one tire only with extra demountable rim; jack; high pressure grease gun; tool kit; pump; tire repair kit; transmission lock; cowl or windshield ventilator; rear vision mirror.

Scuff plates on Models 24-48-50-50L-51-54C.

Door locks on all closed models.

Front snubbers, dash gasoline gauge on Models 48-49-50-50L-51-54C.

Heaters on Models 48-50-50L-51-54C. Connections for installing heater on all other closed models.

Automatic windshield wiper on all closed models and models 24 and 49. All other open models hand-operated wipers.

Window shades, rear on all closed models, and also rear side windows, Models 20-27-28-40-47-48. Rear window, rear side windows and rear doors, shades on Models 50-50L-51.

Combination vanity and smoking case on Model 48. Smoking case, and vanity case for ladies on Model 50-50L.

Smoking case on back of front seat on Model 51.

Assist cord on Models 48-50-51.

Spare tire not part of standard equipment. No allowances will be made for any part of standard equipment omitted by customer's order. Right reserved to make additions and any changes, without notice. All cars subject to Standard Warranty.

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SPECIAL SIXES

MASTER SIXES

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